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SE Approves Fruit Juice Regulation

Report Categories:

Agriculture in the Economy

Policy and Program Announcements

Fresh Fruit

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Report Highlights:

The Secretariat of Economy (SE) published its final regulation on fruit juices in the Diario Oficial (Federal Register) on August 28, 2009. The regulation is partially based on *CODEX STAN 247-2005, General Norm of Codex for Juices (juice) and Nectars of Fruits* (see MX8085 and MX9051), and establishes stricter requirements that companies must follow in order to call a product a "juice." Specifically, the NOM requires that a juice must contain fruits that are properly matured, in good condition, unprocessed (including postharvest treatments) and free of objectionable matter. According to industry representatives, this regulation will standardize the juice market and make it more difficult to label a product a juice.

Executive Summary:

ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF ARE NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY.

General Information:

Introduction: This report summarizes the final regulation on fruit juices from the Secretariat of Economy (SE) that was published in Mexico's "*Diario Oficial*" (Federal Register) on August 28, 2009.

Disclaimer: This summary is based on a *cursory* review of the subject announcement and therefore should not, under any circumstances, be viewed as a definitive reading of the regulation in question, or of its implications for U.S. agricultural export trade interests. In the event of a discrepancy or discrepancies between this summary and the complete regulation or announcement as published in Spanish, the latter shall prevail.

Title: *Mexican Official Regulation NOM-173-SCFI-2009 Prepackaged Fruit Juices - Name of the Product, Physical and Chemical Specifications, Commercial Information and Proof Methods*

Important Dates

- 1. Publication Date:** August 28, 2009
- 2. Date of entry into force:** October 27, 2009 (60 natural days after publication)

FAS/Mexico's Executive Summary: On August 28, 2009, the SE published its final fruit juice regulation in the *Diario Oficial* (Federal Register) after the Regulatory Committee modified the draft to reflect comments from the industry (see MX8085 and MX9051). The NOM applies to all "fruit juices" that are commercialized in Mexico and states that fruit juices must comply with certain requirements in order to be defined as a "juice". According to the beverage industry, the NOM standardizes the juice market and no longer allows non-juices (beverages that contain only sugar, water and flavoring) to be labeled as a juice. This regulation is partially based on the international regulation CODEX STAN 247-2005, *General Norm of the Codex for Juices (Juice) and Nectars of Fruits*.

Specifically, NOM 173 establishes that a fruit juice:

- Is the liquid product - without fermenting - that is obtained from fruits that are properly matured, in good condition, unprocessed (including postharvest treatments) and free of objectionable matter;
- Must be prepared by procedures that maintain the physical characteristics of the fruit from which it comes.

The NOM also contains formulas and intricate procedures that companies must follow in order for a company to use the juice title. For additional information on formulas and definitions, the document is available in Spanish at:

[DOF - Diario Oficial de la Federación](http://www.dof.gob.mx/nota_detalle.php?codigo=5107330&fecha=28/08/2009)

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Useful Mexican Web Sites:

Mexico's equivalent of the Secretariat of Agriculture, SAGARPA, can be found at www.sagarpa.gob.mx and Mexico's equivalent of the Secretariat of the Economy can be found at www.se.gob.mx.